

2013

Determinants of Music Preference: Why Do You Like the Music You Like?

Shannon Minor

Virginia Commonwealth University

Follow this and additional works at: <http://scholarscompass.vcu.edu/uressposters>

© The Author(s)

Downloaded from

Minor, Shannon, "Determinants of Music Preference: Why Do You Like the Music You Like?" (2013). *Undergraduate Research Posters*. Poster 35.

<http://scholarscompass.vcu.edu/uressposters/35>

This Article is brought to you for free and open access by the Undergraduate Research Opportunities Program at VCU Scholars Compass. It has been accepted for inclusion in Undergraduate Research Posters by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.

Determinants of Music Preference: Why Do You Like The Music You Like?

By Shannon Minor

Although many research studies state that people’s emotional states are why they like the music they do, **music preference is determined by a combination of a person’s self-view and the culture they are immersed in.**

New Technology:

MP3 players and the internet have revolutionized how and what music people hear.

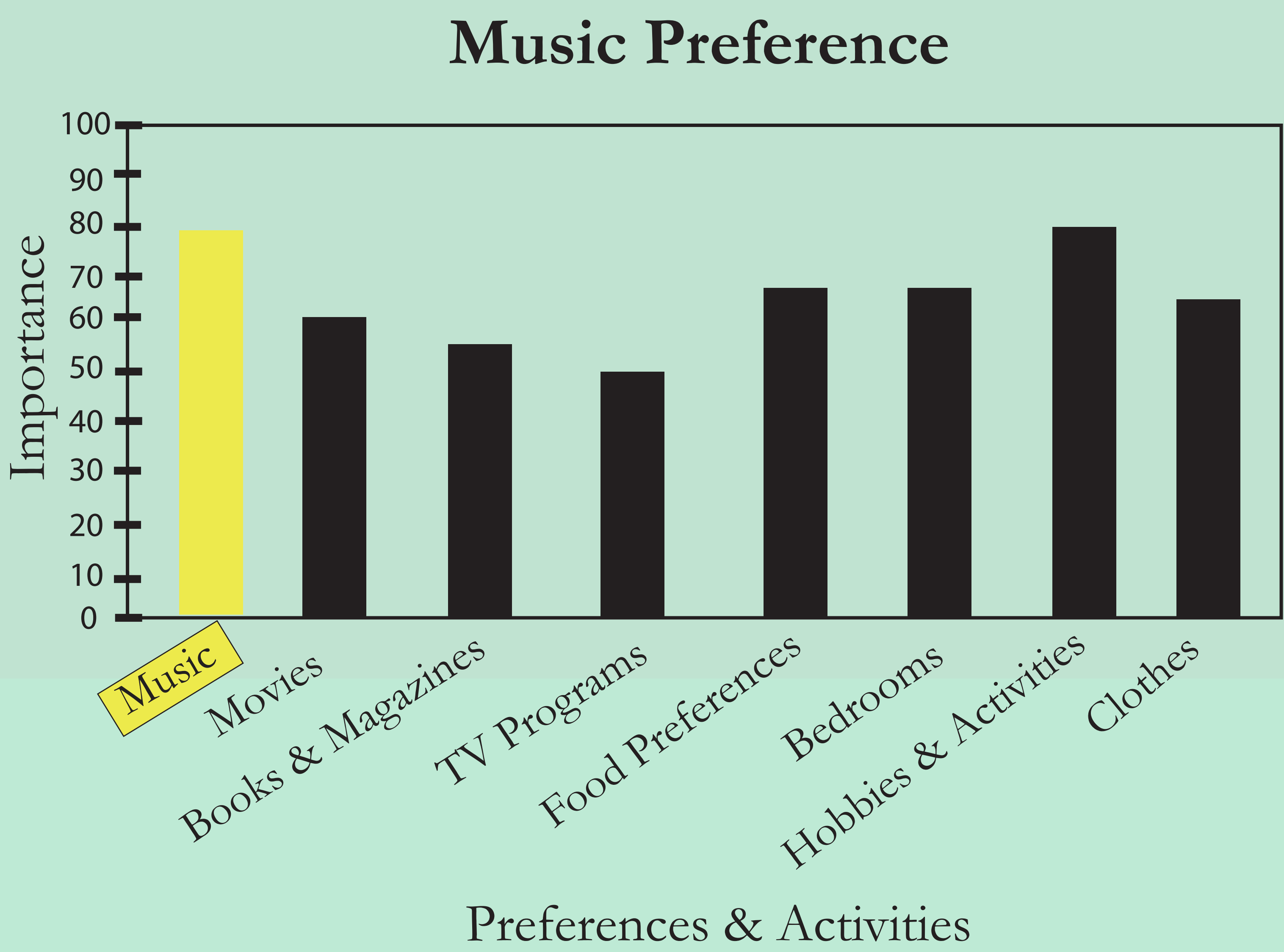


New Mindset:

People demand instant gratification in a disposable world.

Delivery System:

More technology and a new internet music delivery system creates a faster cycle of people obtaining music, then moving on to find new music.



A study done by Peter J. Rentfrow and Samuel D. Gosling, both professors of psychology at the University of Texas, did a **study on the importance individuals placed on music and when they listened to music the most.** The results indicate that **music is considered the most important** over movies, books, magazines and clothes. It is **also equally important to hobbies and activities**, illustrating how music and hobbies are somewhat interchangeable. Their studies indicate **people to listen to music the most when alone and while driving**, compared getting up in the morning, going to sleep, studying, working, hanging out with friends, exercising, and getting ready to go out.

Music importance to people creates two distinct groups:

Active Listeners- those who seek out new music, are aware of past music’s influence on the present and future, and appreciate many diverse genres. Music is considered a hobby, collecting old music and constantly search for the next new sound in music is their lifestyle. They are also most affected by the changing music delivery system.

Passive Listeners- those who just know and listen to what is played on the radio, projected into their ears.

This research will focus on Active Listeners.

Culture impacts and influences a person’s opinions because of the human conflict of striving to be an individual, while still being accepted by a social group. Social groups form due to shared values; therefore, the music listened to will send out a message about who a person is or how they want to be seen.

